

LEO BURNETT U.S.A.

A LEOBURNETT COMPANY

ADW06N03-04 R02M01515 "DE-CAF INSPIRES DE-NIC" PG 4/C BID (8-3/4x11-1/2) TEST MARKET MAGE

ARIZONA, 1990

BENSON & HEDGES BREAKTHROUGH

DE-CAF INSPIRES DE-NIC[®]

LESS THAN 0.1 MG NICOTINE
THE SMOOTH TASTE OF A LIGHT

A BELL OF BEANS HELPED PERCUKATE THE
BREAKTHROUGH OF BENSON & HEDGES DE-NIC[®]

THE ONLY CIGARETTE MADE FROM
DE-NICOTINIZED TOBACCO, SO THERE'S LESS
THAN 0.1 MG OF NICOTINE.

IT'S A UNIQUE PROCESS THAT WORKS MUCH
THE WAY THAT CAFFEINE IS NATURALLY REMOVED
FROM COFFEE BEANS FOR A SMOKEABLE
CIGARETTE, WITH THE SMOOTH TASTE OF A LIGHT

REGULAR AND MENTHOL, KINGS AND SOFTS.

BENSON & HEDGES
DE-NIC[®]



NICOTINE EXTRACTED FROM THE TOBACCO
CREATING A CIGARETTE WITH A SMOOKEABLE TASTE
AND LESS THAN 0.1 MG NICOTINE

DE-NIC[®] AVAILABLE IN REGIONS

SURGEON GENERAL'S WARNING: Quitting Smoking
Now Greatly Reduces Serious Risks to Your Health.

0 mg "tar", 0.1 mg nicotine av.
per cigarette by FTC method.

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